

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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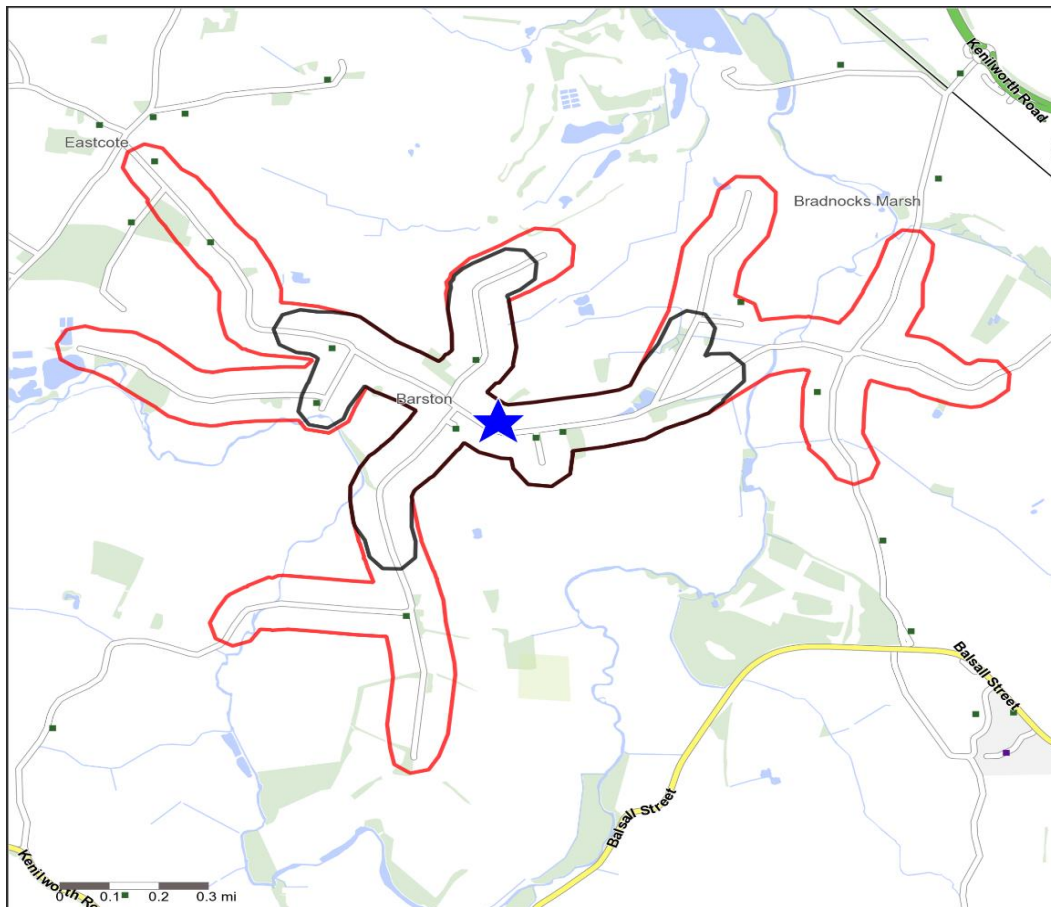
Number of Pubs	1	2	207
Catchment Adults 18+	143	213	308,868
Catchment Adults 18+ Per Pub	143	107	1,492
Populaton Projection 2018 to 2028 (% change)	-1.14%	-0.75%	6.92%

		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	143	100.0	193	1	Great Pub Great Food	213	100.0	193	1	High Street Pub	213,452	69.1	133
2	Premium Local	143	100.0	215	2	Premium Local	213	100.0	215	2	Premium Local	176,488	57.1	123
3	Bit of Style	0	0.0	0	3	Bit of Style	0	0.0	0	3	Community Pub	165,028	53.4	85
4	Circuit Bar	0	0.0	0	4	Circuit Bar	0	0.0	0	4	Great Pub Great Food	140,748	45.6	352
5	Community Pub	0	0.0	0	5	Community Pub	0	0.0	0	5	Bit of Style	65,617	21.2	53
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	35,718	11.6	43
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	29,198	9.5	92

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	21	14.7	166	33	15.5	175	29,030	9.4	106
C1	17	11.9	97	24	11.3	92	36,734	11.9	97
C2	7	4.9	59	11	5.2	63	22,932	7.4	90
DE	3	2.1	20	4	1.9	18	28,029	9.1	88

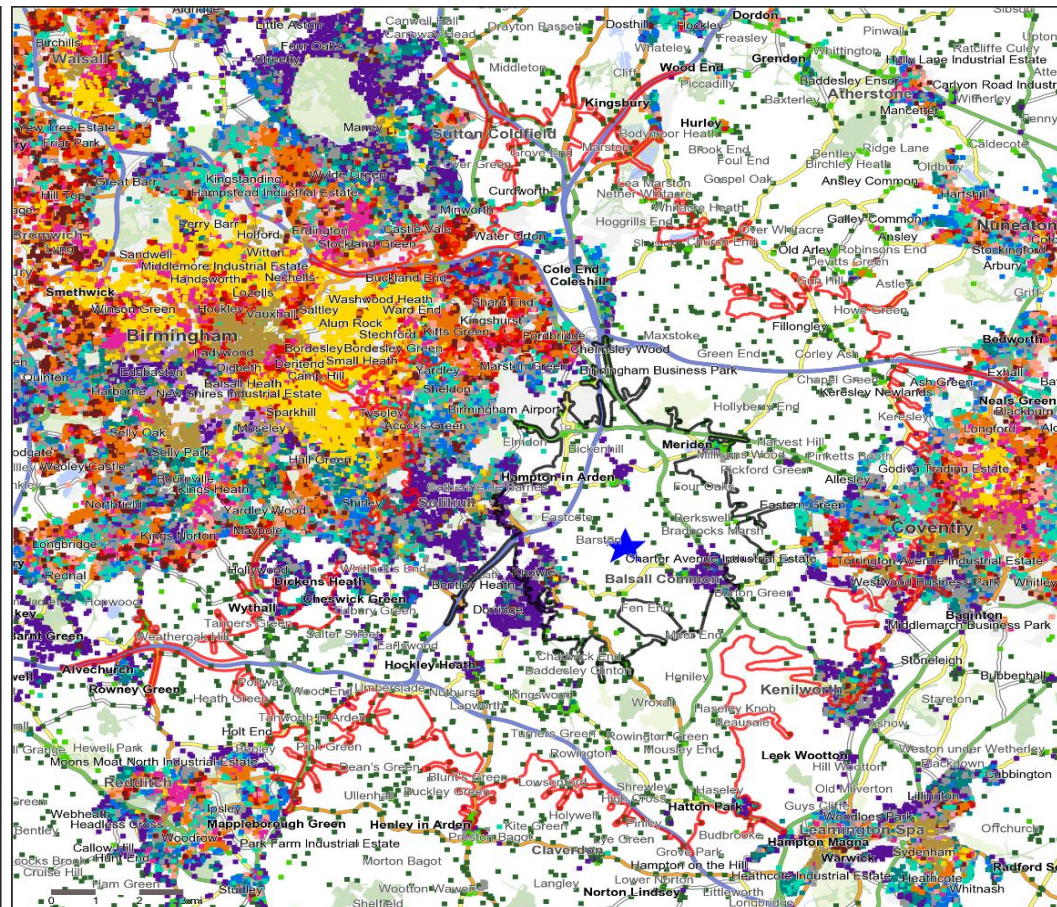
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	1.4	4	2	0.9	3	88,235	28.6	86
Medium (7-13)	14	9.8	30	22	10.3	31	111,428	36.1	109
High (14-19)	121	84.6	298	177	83.1	292	98,816	32.0	113

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	0	91
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	1,557	6,984
B06	Diamond Days	0	0	2,603	11,616
B07	Alpha Families	4	17	4,083	15,704
B08	Bank of Mum and Dad	0	0	1,021	10,248
B09	Empty-Nest Adventure	0	0	995	7,388
C10	Wealthy Landowners	75	120	1,382	8,918
C11	Rural Vogue	1	5	169	1,024
C12	Scattered Homesteads	0	0	14	186
C13	Village Retirement	63	71	551	3,495
D14	Satellite Settlers	0	0	1,478	4,268
D15	Local Focus	0	0	159	291
D16	Outlying Seniors	0	0	229	586
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,687	11,632
E19	Bungalow Heaven	0	0	131	3,818
E20	Classic Grandparents	0	0	7	12,811
E21	Solo Retirees	0	0	0	12,511
F22	Boomerang Boarders	0	0	95	7,952
F23	Family Ties	0	0	0	5,880
F24	Fledgling Free	0	0	0	1,905
F25	Dependable Me	0	0	0	6,251
G26	Cafés and Catchments	0	0	53	3,273
G27	Thriving Independence	0	0	803	11,416
G28	Modern Parents	0	0	343	2,701
G29	Mid-Career Convention	0	0	268	6,428
H30	Primary Ambitions	0	0	2	9,845
H31	Affordable Fringe	0	0	0	10,544
H32	First-Rung Futures	0	0	5	12,686
H33	Contemporary Starts	0	0	374	4,106
H34	New Foundations	0	0	95	940
H35	Flying Solo	0	0	67	2,211

		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	0	3,434
I37	Budget Generations	0	0	0	4,766
I38	Economical Families	0	0	0	7,790
I39	Families on a Budget	0	0	0	9,038
J40	Value Rentals	0	0	0	2,237
J41	Youthful Endeavours	0	0	0	2,508
J42	Midlife Renters	0	0	0	6,443
J43	Renting Rooms	0	0	0	1,704
K44	Inner City Stalwarts	0	0	0	57
K45	City Diversity	0	0	0	51
K46	High Rise Residents	0	0	0	2,149
K47	Single Essentials	0	0	0	4,617
K48	Mature Workers	0	0	0	4,621
L49	Flatlet Seniors	0	0	0	2,196
L50	Pocket Pensions	0	0	76	3,358
L51	Retirement Communities	0	0	1,059	5,531
L52	Estate Veterans	0	0	40	5,368
L53	Seasoned Survivors	0	0	0	4,530
M54	Down-to-Earth Owners	0	0	0	2,470
M55	Back with the Folks	0	0	0	7,219
M56	Self Supporters	0	0	0	3,412
N57	Community Elders	0	0	0	1,337
N58	Culture & Comfort	0	0	0	273
N59	Large Family Living	0	0	0	6,619
N60	Ageing Access	0	0	105	2,010
O61	Career Builders	0	0	238	5,131
O62	Central Pulse	0	0	0	475
O63	Flexible Workforce	0	0	0	63
O64	Bus-Route Renters	0	0	41	4,097
O65	Learners & Earners	0	0	0	3,435
O66	Student Scene	0	0	0	580
U99	Unclassified	0	0	0	3,640
Total		143	213	19,730	308,868

Top 3 Mosaic Types in a 20 Minute Walktime

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

3. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



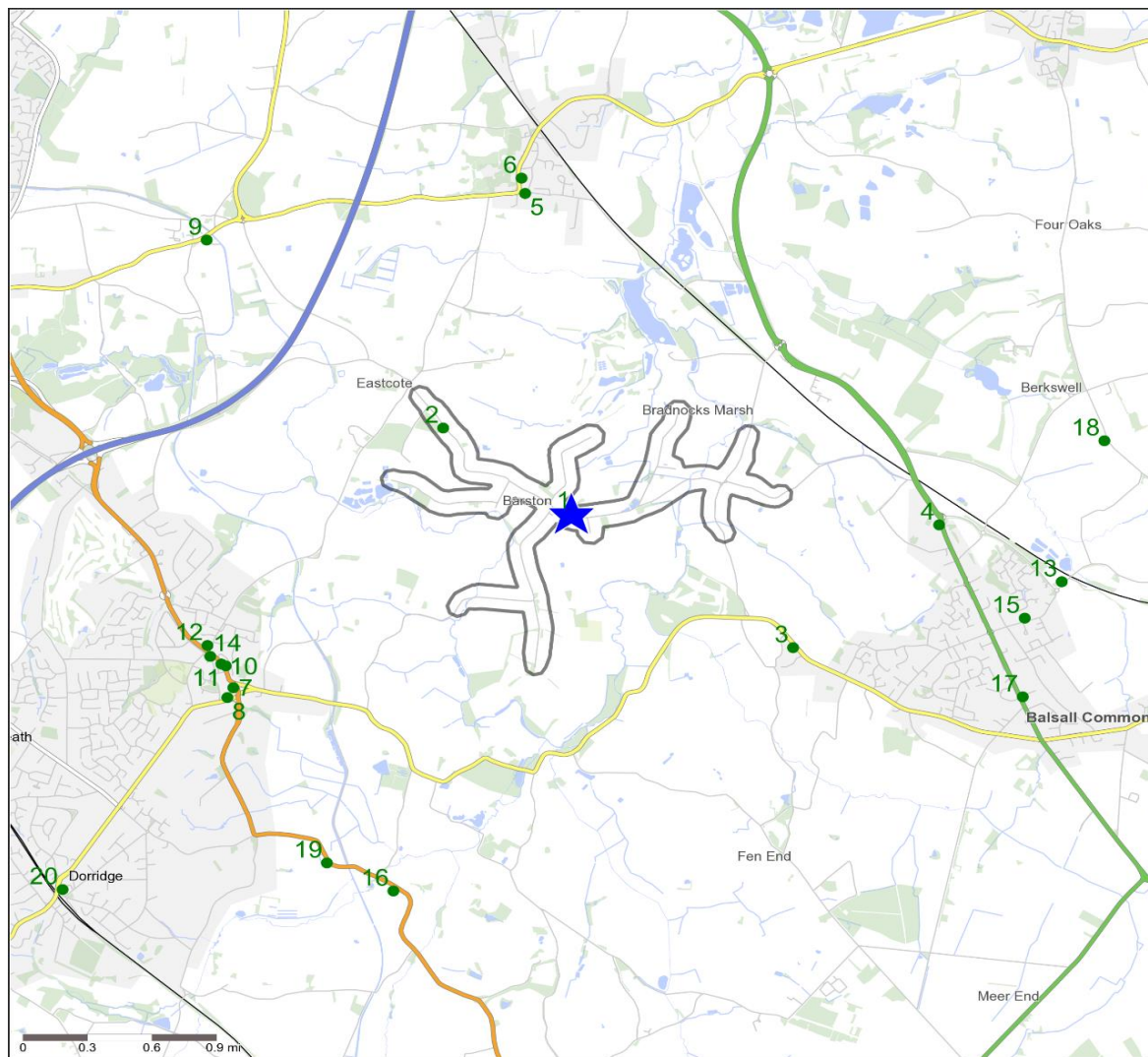
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index			
Female: Alone, Pair or Group	0	0.0	0	17	8.0	49	197	92.5	178			
Male: Alone	0	0.0	0	0	0.0	0	213	100.0	188			
Male: Group	0	0.0	0	71	33.3	127	142	66.7	134			
Male: Pair	0	0.0	0	0	0.0	0	213	100.0	174			
Mixed Sex: Group	0	0.0	0	71	33.3	104	142	66.7	152			
Mixed Sex: Pair	0	0.0	0	71	33.3	103	142	66.7	156			
With Children	0	0.0	0	0	0.0	0	213	100.0	189			
Unknown	0	0.0	0	0	0.0	0	213	100.0	209			
For Eating:												
Upmarket	0	0.0	0	17	8.0	38	197	92.5	196			
Midmarket	0	0.0	0	0	0.0	0	213	100.0	181			
Downmarket	0	0.0	0	0	0.0	0	213	100.0	240			
For Drinking (monthly spend):												
Nothing	0	0.0	0	5	2.3	10	208	97.7	218			
Low (less than £10)	71	33.3	112	5	2.3	10	137	64.3	142			
Medium (Between £10 and £40)	0	0.0	0	208	97.7	548	5	2.3	5			
High (Greater than £40)	0	0.0	0	120	56.3	275	93	43.7	83			

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	82,930	26.8	89	45,841	14.8	91	176,458	57.1	110	
Male: Alone	81,182	26.3	88	44,387	14.4	92	179,659	58.2	109	
Male: Group	62,015	20.1	88	73,859	23.9	91	169,354	54.8	110	
Male: Pair	78,105	25.3	97	51,161	16.6	109	175,961	57.0	99	
Mixed Sex: Group	69,643	22.5	99	61,384	19.9	62	174,202	56.4	128	
Mixed Sex: Pair	87,847	28.4	121	77,945	25.2	78	139,436	45.1	106	
With Children	92,192	29.8	103	40,624	13.2	78	172,412	55.8	105	
Unknown	66,758	21.6	66	61,066	19.8	110	177,404	57.4	120	
For Eating:										
Upmarket	95,154	30.8	101	60,979	19.7	95	149,095	48.3	102	
Midmarket	98,252	31.8	93	17,281	5.6	62	189,695	61.4	111	
Downmarket	90,167	29.2	131	82,219	26.6	76	132,842	43.0	103	
For Drinking (monthly spend):										
Nothing	96,665	31.3	103	56,462	18.3	77	152,102	49.2	110	
Low (less than £10)	107,790	34.9	117	45,812	14.8	63	151,627	49.1	108	
Medium (Between £10 and £40)	115,002	37.2	122	51,966	16.8	94	138,260	44.8	89	
High (Greater than £40)	72,625	23.5	91	78,184	25.3	123	154,419	50.0	96	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bulls Head, B 92 OJU	Star Pubs & Bars	0.0	0.2
2	Malt Shovel, B 92 OJP	Independent Free	15.4	2.0
3	Ye Olde Saracens Head, CV 7 7AS	Marston's	34.7	4.1
4	George In The Tree, CV 7 7EX	Whitbread	39.2	5.1
5	Beeches Bar & Grill, B 92 0AH	Independent Free	45.6	5.2
6	White Lion, B 92 0AA	Star Pubs & Bars	45.9	5.2
7	Red Lion, B 93 0LY	Mitchells & Butlers	49.2	6.4
8	Oktagon, B 93 0HT	Independent Free	49.5	6.7
9	Boat Inn, B 91 2TJ	Greene King	49.8	5.6
10	Greswolde Arms Hotel, B 93 0LL	Greene King	50.7	6.8
11	Vaults, B 93 0JU	Independent Free	51.6	7.0
12	Toby Carvery, B 93 9AH	Mitchells & Butlers	53.7	6.8
13	Railway Hotel, CV 7 7EF	Ei Group	54.0	7.7
14	Ale Rooms, B 93 0LF	Independent Free	54.9	7.0
15	Brickmakers Arms, CV 7 7EG	Star Pubs & Bars	54.9	8.2
16	Black Boy, B 93 0EB	Independent Free	57.3	6.5
17	White Horse, CV 7 7DT	Wells and Youngs	59.1	8.2
18	Bear Inn, CV 7 7BB	Greene King	66.3	7.6
19	Kings Arms, B 93 0EE	Mitchells & Butlers	72.5	6.7
20	Forest Hotel, B 93 8JA	Independent Free	76.3	11.8